



Big Breakfast Cook-off in Ghana

The Results

The Ghana Scouts Association organised an event with the aim of raising money for Scouting and raising the profile of Scouting in the community. One morning over 200 people in Accra, the capital of Ghana, enjoyed breakfast and traditional entertainment provided by Scouts. In addition to organising a successful event, the association managed to get lots of publicity before, during and after the event.

- To give all Scouts the opportunity to exercise their leadership skills.
- To attract new members to the Scout Movement.

Cooking breakfast was chosen as the activity because it was felt that this was not too complicated and that it would be possible to obtain sponsorship for this event.

The Methods



The Koala Shopping Centre sponsored the event and provided all the food for breakfast

The Koala Shopping Centre, one of the large food shopping centres in Accra was identified as a potential sponsor. Several weeks before the event a partnership agreement was drawn up between the Ghana Scout Association (GSA) and the Koala Shopping Centre. Koala donated all the food supplies and provided the venue and the GSA donated the labour by selling tickets and preparing and serving the breakfast.

On the morning of the event, the customers enjoyed a tasty breakfast of oats with milk and sugar, fruit, bread and their choice of drink. The Scouts also provided some exciting entertainment in the form of



People queue up for a breakfast of oats, fruits and drinks

The Reasons

A new Executive was appointed to the Ghana Scouts Association two years ago and, on appointment, the association realised that the major problem was lack of finances. The executives and Nanette Wendt, an intern from the USA, drew up a programme, which had the following objectives:

- To raise money for the Ghana Scouts Association.
- To improve the Ghana Scouts Association's national programmes.
- To involve the community in more to the association's activities.
- To establish a pattern of large community fundraising activities.



Strategic Priority 7

Scouting's Profile – strengthening communications, partnerships and resources



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traditional dancing and drumming. Approximately 200 people came to enjoy the breakfast and entertainment and they were also exposed to Scouting.



Scouts provide entertainment in the form of traditional music and dancing

Leaders and Scouts from 10 districts in Accra were involved, in addition to the leaders at national level. The total income was nearly 300 US\$, which was divided up between the different groups involved in the following proportions: 15% to the participating Scout Troop, 7.5% to the District, 7.5% to the region and 70% to the national headquarters.

Our Learning

The project had a number of aims so as well as organising the event well and making money, it was important that the event was used to promote Scouting.

In advance a banner was made and the event was advertised on the radio. Both of these were possible thanks to donations. The event was also mentioned by presenters on television and radio and Isaac, the Chief Commissioner and Jemima, the Deputy Chief Commissioner were interviewed on radio.

On the day itself, reporters came from various media houses to interview the participants and the organisers, including Nanette Wendt, the intern.

After the event there were reports and photographs in the local newspapers.

Our Future Plans

It is important that support is provided so that the idea can be replicated at local level. Scouting throughout Ghana can then be active in raising money and raising the profile of Scouting.

After the breakfast cook-off, Regional Commissioners were trained on how to organise similar programmes in their communities. A training manual and resource guide have been prepared.

The Ghana Scouts Association has decided by to allocate one day a year to be a focus for fundraising in the community. The day chosen is 1st July, a public holiday in Ghana.

For further information on this event, contact Jemima Narthey <ghscassohq@yahoo.co.uk>



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